SHOWMEN'S CAMPAIGN PLAN

CODE OF THE SECRET SERVICE

with

RONALD REAGAN

ROSELLA TOWNE

EDDIE FOY, JR.

Directed by Noel Smith

ORIGINAL SCREEN PLAY BY LEE KATZ AND DEAN FRANKLIN
BASED UPON MATERIAL COMPILED BY W. H. MORAN, EX-CHIEF OF U.S. SECRET SERVICE
A FIRST NATIONAL PICTURE

Presented by

WARNER BROS.
PICTURES, INC.

© VITAGRAPH, Inc.

Here's What The Trade Press Says About The First "Secret Service Adventure":

"Warner Bros.' new 'Secret Service' series is given a rousing sendoff in a tightly-knit thriller! Brisk and diverting, it augurs well for the establishment of a wide following for further pictures in this group."
— Boxoffice

"Rip-roaring thriller of bare-fisted walloping action . . . has the red meat that the thrill fans go for."
— Film Daily

"Fast moving action melodrama has all it takes for week end melodrama fans."
— Showmen's Trade Review

"Tightly-knit . . . carries more than its share of thrills and action . . . meaty stuff for the action fans."
— Daily Variety

ACTION from WARNER BROS. . . . AND A CAMPAIGN READY FOR YOUR ACTION!

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ADVERTISING

"...TO BE DAUNTLESS IN THE FACE OF DANGER
...TO BE FEARLESS IN THE FACE OF DEATH!"
That's the
"CODE OF THE SECRET SERVICE"
CYCLONIC ACTION
...when a misstep means doom!
DARING ESCAPE
...when the odds are 1000-to-1!
SMASHING FISTS
...when guns are not handy!
with RONALD REAGAN
ROSELLA TOWNE · EDDIE FOY, Jr.
Directed by Noel Smith · Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin · Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service
A First National Picture
A SECRET SERVICE ADVENTURE
Vitagraph, Inc.

Mat 301 — 6 inches x 3 cols. (255 lines) — 45c

THIS MAN IS DANGEROUS
...TO THE UNDERWORLD!
He's ready to match wits with a counterfeiter... or bullets with a killer! That's the
"CODE OF THE SECRET SERVICE"
with
RONALD REAGAN
Rosella Towne · Eddie Foy, Jr.
Directed by Noel Smith
Presented by WARNER BROS.
A SECRET SERVICE ADVENTURE
Original Screen Play by Lee Katz and Dean Franklin
Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service · A First National Picture
Vitagraph, Inc.

Mat 104

5 inches (70 lines) — 15c

They Don't Take The Glory...
THEY TAKE THE RISKS!
Uncle Sam's daring undercover men get no medals... they get results! That's the
"CODE OF THE SECRET SERVICE"
with
RONALD REAGAN
Rosella Towne · Eddie Foy, Jr.
Directed by Noel Smith
Presented by WARNER BROS.
A SECRET SERVICE ADVENTURE
Original Screen Play by Lee Katz and Dean Franklin
Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service · A First National Picture
Vitagraph, Inc.

Mat 105

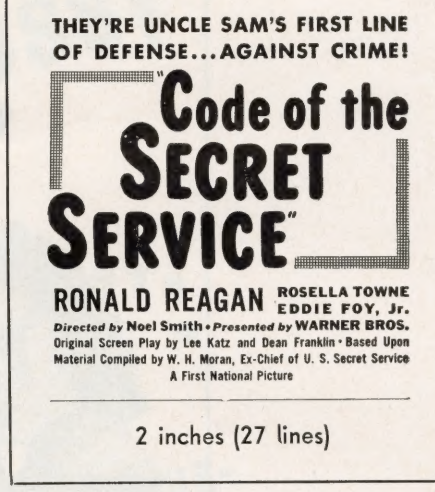
6 inches (83 lines) — 15c

TO ALL BANKS!
The following bills must be confiscated and destroyed!
THEY ARE COUNTERFEIT!
XX11223 CC99008
XX14563 CC88765
XX00987
Order to: Agent T-17, Agent T-24
Locate counterfeiters' hide-out;
destroy all plates and make
necessary arrests. Do not fail!
Signed
Chief U. S. Secret Service
"Code of the SECRET SERVICE"
with RONALD REAGAN
ROSELLA TOWNE • EDDIE FOY, Jr.
Presented by WARNER BROS.
Directed by NOEL SMITH
A First National Picture
A SECRET SERVICE ADVENTURE
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service
Vitagraph, Inc.

Mat 202 — 6½ inches x 2 cols. (180 lines) — 30c

SEE AMERICA'S SECRET AGENTS IN ACTION!
"Code of the SECRET SERVICE"
RONALD REAGAN ROSELLA TOWNE EDDIE FOY, Jr.
Directed by Noel Smith • Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service
Vitagraph, Inc. A First National Picture

2½ inches (35 lines)


THEY'RE UNCLE SAM'S FIRST LINE OF DEFENSE...AGAINST CRIME!
"Code of the SECRET SERVICE"
RONALD REAGAN ROSELLA TOWNE EDDIE FOY, Jr.
Directed by Noel Smith • Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service
A First National Picture

2 inches (27 lines)

TWO ADS ON ONE MAT

Mat 102 — 15c

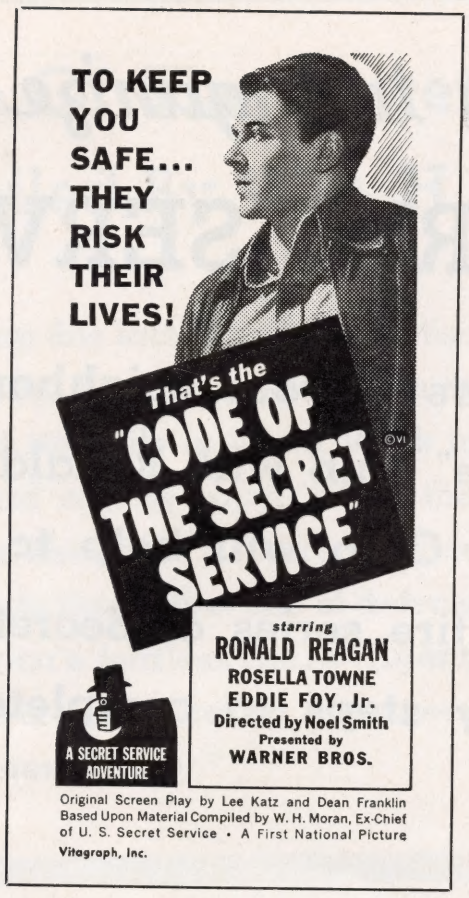
THEY DON'T TAKE THE GLORY .... THEY TAKE THE RISKS!
"Code of the SECRET SERVICE"
with
RONALD REAGAN
Rosella Towne • Eddie Foy, Jr.
Directed by Noel Smith
Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service • A First National Picture
Vitagraph, Inc.

Mat 103

3¾ inches (52 lines) — 15c

ZOOM TO NEW ADVENTURES WITH UNCLE SAM'S SECRET SERVICE!
Join the men-without-fear on their most thrilling assignment...to wreck a counterfeiting ring!
"CODE OF THE SECRET SERVICE"
A SECRET SERVICE ADVENTURE
with
RONALD REAGAN
ROSELLA TOWNE • EDDIE FOY, Jr.
Directed by Noel Smith
Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service • A First National Picture
Vitagraph, Inc.

Mat 203 — 4½ inches x 2 cols. (126 lines) — 30c


TO KEEP YOU SAFE... THEY RISK THEIR LIVES!
That's the
"CODE OF THE SECRET SERVICE"
starring
RONALD REAGAN
ROSELLA TOWNE
EDDIE FOY, Jr.
Directed by Noel Smith
Presented by
WARNER BROS.
A SECRET SERVICE ADVENTURE
Original Screen Play by Lee Katz and Dean Franklin
Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service • A First National Picture
Vitagraph, Inc.

Mat 101

4¼ inches (60 lines) — 15c

UNCLE SAM'S FIRST LINE OF DEFENSE ...AGAINST CRIME!
SECRET AGENT J-24
Watch America's fearless secret agents plunge into their most dangerous assignment . . . risking their lives to protect you and yours!
with
RONALD REAGAN
ROSELLA TOWNE
EDDIE FOY, Jr.
Directed by NOEL SMITH
Presented by WARNER BROS.
A First National Picture
A SECRET SERVICE ADVENTURE
"Code of the SECRET SERVICE"
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service
Vitagraph, Inc.

Mat 204 — 5½ inches x 2 cols. (150 lines) — 30c

TO KEEP YOU SAFE...THEY RISK THEIR LIVES!
"Code of the SECRET SERVICE"
with
RONALD REAGAN
See Uncle Sam's fearless secret agents in action!
ROSELLA TOWNE • EDDIE FOY, Jr. • Directed by Noel Smith • Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service • A First Nat'l Picture
Vitagraph, Inc.

Mat 201 — 2½ inches x 2 cols. (72 lines) — 30c

"...To Be Dauntless in the Face of Danger...To Be Fearless in the Face of Death!"
That's the
"Code of the SECRET SERVICE"
RONALD REAGAN
ROSELLA TOWNE • EDDIE FOY, Jr.
Directed by Noel Smith • Presented by WARNER BROS.
Original Screen Play by Lee Katz and Dean Franklin • Based Upon Material Compiled by W. H. Moran, Ex-Chief of U. S. Secret Service • A First Nat'l Picture
Vitagraph, Inc.

Mat 205 — 2¼ inches x 2 cols. (60 lines) — 30c

SELLS ALL THE ANGLES — VITAPHONE TRAILER — RIGHT FROM YOUR SCREEN

Vitaphone Shorts

CLYDE McCOY AND ORCHESTRA — the famous Sugar Blues outfit, swing out with some mighty torrid orchestrations. They're a treat to beat your feet. 4712 — Melody Masters — 10 mins.

●

"BARS AND STRIPES" a prison make, but this merry cartoon makes a riot of fun out of the antics of the 'cons'. In Technicolor. 4515 — Merrie Melody — 7 mins.

●

NATURAL COLOR emphasizes the striking interest of unusual rubber making processes, pencil making, and new crime detection methods. 'Mechanix Illustrated No. 4'. 4609 — The Color Parade — 10 mins.

THE GROUCH CLUB — gathers this time to beef about man's annual enemy, his income tax. They'll howl at this poor fellow's dilemma. 4907 — Vitaphone Varieties — 10 mins.

●

PORKY AND TEABISCUIT furnish rollicking fun in this cartoon about a nag and our little hero. It's a race worth howling about. 4811—Looney Tunes—7 mins.

●

'SEEING SPOTS' with Duke McHale, starred in last year's Broadway hit, 'Babes In Arms' tries his hand as night club reporter, with a bevy of smooth gals, and some great novelty acts. 4026 — Broadway Brevities — 20 mins.

Official Billing

WARNER BROS. 40%

Pictures, Inc. Presents 5%

"CODE OF THE SECRET SERVICE" 100%

with

RONALD REAGAN 40%

ROSELLA TOWNE • EDDIE FOY, JR. 20%

Directed by Noel Smith 15%

Original Screen Play by Lee Katz and Dean Franklin 3%

Based Upon Material Compiled by W. H. Moran, Ex-Chief of U.S. Secret Service 2%

A First National Picture 3%

EXPLOITATION

How to organize . . .

JR. SECRET SERVICE

Enroll the youngsters in your neighborhood in a "Junior Secret Service" club with Ronald Reagan as honorary commander. Club will help to provide a ready audience for the entire series of Secret Service Adventures. Here are six easy steps to complete set-up:

1. ORGANIZATION: Youngsters are invited to join through advance announcements in lobby, publicity stories in local papers, programs, ads and announcements distributed around schools, boys' clubs, playgrounds, etc.

2. NEWSPAPER COOPERATION: Local paper cooperates by sponsoring group and devoting space to stories and contests for club members. Stories might concern work of local law enforcement agencies.

3. MEMBERSHIP CARDS: Members are given official cards and badges. Reverse side of membership card shows key to secret code (illustrated below). Special announcements written in code are mailed to members of club.

4. CONTESTS: Special contests for members might include the deciphering of special code messages, essays on history and duties of U. S. Secret Service, etc.

5. SPECIAL SHOW: Conduct special Saturday morning showings for club members. Speakers from police, safety and fingerprint bureau address the club. All members are fingerprinted by local police officials.

6. CLUB MAGAZINE: Start a club paper (mimeographed) featuring club activities, gossip concerning club members, contest and publicity stories on "Code of the Secret Service" and coming Secret Service pictures. An adept member of the club might even write some original stories.

GIVE 'EM THIS MEMBERSHIP CARD

This is to certify that

.....

is a member of the

The owner of this card promises to be on the lookout for dangerous spies and to follow the thrilling exploits of the secret service on the screen at the

[THEATRE IMPRINT]

JR. SECRET SERVICE

OPERATIVE No. 666

Ronald Reagan

Chief of Jr. Secret Service

(FRONT)

MEMBERSHIP CARD same size as shown is available in mat form to be printed locally with theatre imprint. Order Mat No. 211 — 30c.

KEY TO SECRET CODE

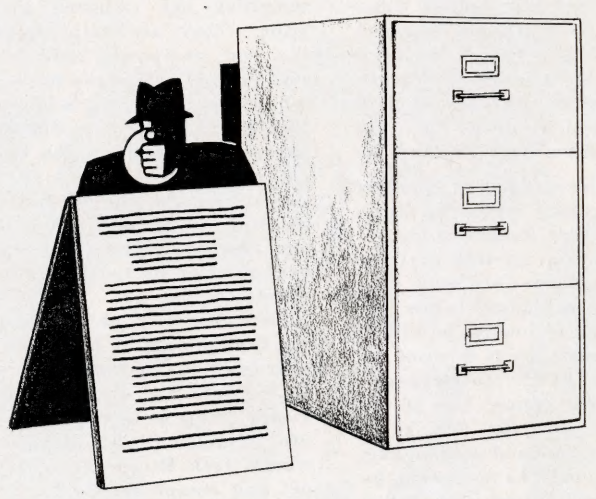
A — *g*	J — *r*	S — *x*
B — *t*	K — *w*	T — *e*
C — *d*	L — *s*	U — *m*
D — *k*	M — *c*	V — *p*
E — *b*	N — *z*	W — *i*
F — *a*	O — *f*	X — *v*
G — *l*	P — *y*	Y — *n*
H — *o*	Q — *h*	Z — *u*
I — *q*	R — *j*	

(BACK)

REVERSE SIDE of card could be made up to carry secret code as shown above or ad plugging "Code of the Secret Service."

"Code Of The Secret Service" Is Based Upon Material Compiled By Wm. H. Moran, Ex-Chief, U.S. Secret Service

Play up this fact in your advertising and publicity. Also in lobby, front and away-from-theatre displays. Set up a real steel file in lobby week in advance of showing. Placard carries copy: "From the files of W. H. Moran, former chief of U. S. Secret Service comes the inside story of Uncle Sam's first line of defense against crime . . . See America's fearless Secret Agents in action in 'Code of the Secret Service' on the screen of this theatre beginning next Friday."



CODE CONTEST

Scattered through the classified ad section of local newspaper are names, concealed in code, of local people selected from telephone or city directories. Readers whose names are printed win guest tickets to see "Code of the Secret Service." Box on first page of classified section announces stunt and gives the key to code numbers.

'WANTED' POSTERS

Display of 'Wanted' posters showing criminals now sought by federal agents should get lobby attention. Local Post Office might be willing to supply you with a handful of 'em. If you make up special teaser 'Wanted' posters on this film, add one to exhibit; also scene stills, selling copy, billing and playdates, of course.

TIE TO CARTOON

Many newspapers are currently running cartoon strips dealing with detectives and secret service agents. Check with local editor on possibilities of tagging underliners tying in 'Code of the Secret Service' and your showing. Might place a small ad on same page as feature calling attention to film.

CRIME CLUES

For lobby attention-getter set up a large box with placard alongside asking folks to deposit any information they might have on criminals. Items are turned over to local police, of course. There's a chance that one of the leads handed in will materialize in newsworthy copy.

FINGERPRINTING

In cooperation with local detective bureau arrange a fingerprint booth in lobby week before opening of film. Stunt could be handled by police expert who explains work. Or members of Junior Secret Service Organization could lend a hand and act as unofficial attendants.

CRIME DISPLAY

Arrange lobby display of modern apparatus used to track down criminals. Local police officials might help by lending fingerprint charts, photos, guns, test tubes, etc. Surround with stills and selling copy on 'Code of the Secret Service.' Embellish with real crime photos.

TAG MAGAZINES

Here's a favorite of Irv Windisch, N. Y. Strand exploiteer. He hands out back numbers of secret service, detective, or crime story magazines with stickers containing selling copy, billing and playdates. Magazines are supplied by distributor and handed out free in lobby.

BOOK TIE-UP

It should be an easy matter to arrange window and counter displays featuring books on secret service experiences; spy and counterfeiter stories. Include scene stills and selling copy: "SEE America's fearless Secret Agents in action . . . risking their lives to protect yours! SEE 'Code of the Secret Service' at the Strand Friday."

HEADLINES DISPLAY

Watch local dailies for news stories or feature breaks on work of the Department of Justice. Clip a few headlines and stories and mount on display board in montage fashion with ad copy surprinted tying in 'Code of the Secret Service.' Current "sensation" magazines might have stories and art breaks for lobby use.

(Lead)

'Code of the Secret Service' Exposes Counterfeiting

The United States Secret Service's unceasing war against counterfeiters is thrillingly depicted in "Code of the Secret Service," the second in a series of Warner Bros. pictures starring Ronald Reagan, which opens at the Strand Theatre next Friday.

It is a sinister band of counterfeiters operating across the Mexican border that Reagan is assigned to round up in this exciting film. Reagan gets into some dangerous scrapes 'down below the line.' When a buddy is killed, and the operative is accused of the murder, he has to clear out, sought by the police. Out of the frying pan into the fire, he is captured by the head of the gang. He escapes, only to be caught by Mexican authorities and jailed for the murder of his pal.

Then managing to break out of the jail, he and Rosella Towne, playing an American rancher's daughter, are captured by the gang. They are both slated to die, but overpower their captor and escape just as the mission in which they were held is blown up, to hide its secret from the Mexican cavalry troop on the way to capture it.

Material for the plot of this exciting story was taken from the files of William H. Moran, former chief of the U. S. Secret Service.

Two members of the cast of the first picture of the series appear in "Code of the Secret Service," Eddie Foy, Jr. and Rosella Towne. New members of the cast are Moroni Olsen, Edgar Edwards, Jack Mower, John Gallaudet and Joseph King.

The screen play was written by Lee Katz and Dean Franklin and the production was directed by Noel Smith.

Rosella Towne Made Good In Her Own Home Town

Fortunately for red-haired Rosella Towne, playing in "Code of the Secret Service," at the Strand Friday, motion picture players

Mat 107—15*c*

Rosella Towne

aren't like prophets. It's possible for them to win recognition, and stardom, in their own home town.

Miss Towne has lived in, or near, Los Angeles for more than 18 of her 21 years and is a graduate of Huntington Park High School, which is in a suburb of the west coast metropolis of which Hollywood is a part. She has been a screen actress less than two years but in that brief period she has progressed so rapidly that Warner Bros. Studio regards her as one of its bright new stars.

Playing the lead in a high school drama at Huntington Park inspired Miss Towne's theatrical ambition. After she was graduated, she worked part-time in a doctor's office and studied at the Neely Dickson Dramatic School.

One of her neighbors chanced to be Herman Bing, well known screen comedian. He suggested she get an agent who could arrange a screen test. Miss Towne followed the advice, got a test at Warner Bros. and it resulted in a contract.

Giant Killers, Inc.

Thirteen members of the cast and crew of Warner Bros.' "Code of the Secret Service," which opens at the Strand Theatre next Friday, would have been right at home in "The Valley of the Giants." They're all above six feet tall. Ronald Reagan, star of the series film, is six feet, one-and-a-half; Moroni Olsen, the heavy, is six feet, four. Noel Smith, the director, is six feet.

Takes No Chances

Rosella Towne has doubled her life and accident insurance. Since playing the title role in Warner Bros.' "The Adventures of Jane Arden" and being cast opposite Ronald Reagan in the same studio's secret service picture, "Code of the Secret Service," which opens Friday at the Strand Theatre, she's had so many narrow screen escapes that she's become afraid something may happen.

CAST

Lt. 'Brass' Bancroft	RONALD REAGAN
Elaine	Rosella Towne
Gabby	Eddie Foy, Jr.
Friar Parker	Moroni Olsen
Ross	Edgar Edwards
Decker	Jack Mower
Crockett	John Gallaudet
Saxby	Joseph King
Butch	Stevan Darrell
Dutch	Sol Gorss
Officer	George Regas
Conductor	Frank Puglia
1st Detective	Rafael Corio
2nd Detective	Antonio Filauri

PRODUCTION STAFF

Directed by	Noel Smith
Original Screen Play by	Lee Katz *and* Dean Franklin
Based upon Material Compiled by	W. H. Moran, *Ex-Chief of U.S. Secret Service*
Photographed by	Ted McCord, A.S.C.
Art Director	Charles Novi
Dialogue Director	John Langan
Film Editor	Frederick Richards
Gowns by	Milo Anderson
Sound by	Dolph Thomas
Comedy Construction	Lex Neal

HOLD TIGHT! DANGER AHEAD

Mat 207—30*c*

THERE'S TROUBLE in the air, to judge from the anxious appearances of Rosella Towne and Ronald Reagan, starting in 'Code of the Secret Service'. Warner Bros.' second secret service series film comes to the Strand Theatre next Friday.

Eddie Foy Jr. Got Red From Blushing, Not Frost

It was a chilly day and the wind was whistling through the street of the little Mexican village as though it really meant business. Add to that the fact that the street was crowded, with many snapping-eyed, laughing senoritas in the throng and it's easy to see that Eddie Foy, Jr., had a legitimate complaint when Director Noel Smith ordered him to undress.

Foy was to play one of his comedy scenes for the Warner Bros. secret service picture, "Code of the Secret Service," which opens at the Strand Theatre next Friday, and Smith had an idea the laughs would be heightened by having him do it in the semi-nude.

"Come on," he said, "off with your shirt and trousers."

"But Noel," protested Foy, "this is winter, and I'm wearing summer underwear. Besides . . ."

"Besides nothing," snapped Smith. "We'll give you a serape to use for a fan."

Orders are orders and Foy undressed. He stayed in his dressing room, where the wind couldn't hit him and the laughing senoritas couldn't see him, while a wardrobe assistant draped a bright-hued serape around his torso.

Then Smith yelled "camera," and Foy emerged. He was immediately grabbed by a uniformed soldier and was escorted down the street. The senoritas shrieked with honest mirth. Small boys screamed and oldsters howled with delight. Everyone was having a swell time but Foy.

Mat 109—15*c*

Eddie Foy, Jr.

Reaching the point where an accordion player was squeezing out a lively tune, Foy broke into a buck and wing step. His captor released his hold in order to join in the applause. Foy's dance turned into a run, and the chase was on.

"Great scene," Smith complimented him when the pursuit was called off. "But gosh, you're red. You must really be cold."

"Cold nothing," snapped Foy, "I am actually blushing."

Ronald Reagan His Own Stunt Man

Screen actors encounter a lot of strange quirks in their trade.

Ronald Reagan, for example, jumped through a window and mixed in some savage free-for-all fights for Warner Bros.' "Code of the Secret Service," which comes to the Strand Theatre next Friday, and nobody insisted he have a double do the stunts. When, however, it came time for him to jump a horse over a corral fence, he was told a double would make the ride.

It so happens that Reagan is a cavalry lieutenant in the U. S. Army reserve and one of Hollywood's most expert horsemen. After making sure the double would be given another bit to do and not lose a check, he argued the point and got the jump.

Reagan is starred with Rosella Towne. Others in the cast include Eddie Foy, Jr., Moroni Olsen and John Gallaudet.

Rosella Towne New Series Queen

Rosella Towne is well on her way to becoming Hollywood's series picture queen. Not only is she starring in Warner Bros.' Jane Arden series, but she's being featured in the same studio's secret service series, which stars Ronald Reagan.

In the first of the G-men series, "Secret Service of the Air," Miss Towne was a sinister siren. However, in the newly launched "Code of the Secret Service," which opens at the Strand Theatre next Friday, she had a complete reversal of character and played the heroine.

Between the two secret service productions, Miss Towne did the title role in "The Adventures of Jane Arden," first of a series based on the cartoon strip.

Rosella is tall enough to play 'clothes horse' roles. She managed to escape that fate through her fine acting ability.

RONALD REAGAN AS "SERIES" HERO KEEPS ACTIVE

There's never a dull moment in the life of a movie series picture hero, as Ronald Reagan will testify.

Reagan is the star of the Warner Bros. secret service pictures series. An hour after he started the second picture of the series, "Code of the Secret Service," which opens at the Strand Theatre next Friday, he had five skinned knuckles, a bruised knee, and a lump half the size of an egg on his head. The makeup man covered the knuckles, Reagan's trousers covered the shin bruise and his hair concealed the cranium bump, so all was well from the studio standpoint.

Reagan walked onto the set — a Mexican cabaret — to start the picture. He shook hands with Director Noel Smith, who directed him in the series opener, "Secret Service of the Air," and asked, "When do I fight — and whom?"

"Johnny Gallaudet," replied Smith, "in about fifteen minutes. First you play a few rounds of roulette. And how did you know you were going to fight? Did you read the script?"

"I did, but I didn't have to, to know that," Reagan said. "A secret service man always gets into trouble in a place like this. And trouble means a fight."

No Unemployment

Getting Mexican extra players for the below-the-border scenes of his pictures proved no problem for Noel Smith, director of the Warner Bros. secret service picture, "Code of the Secret Service," which opens at the Strand Theatre next Friday. All he did was send over to the "Juarez" set for them.

Hundreds of Mexicans were appearing in that Paul Muni-Bette Davis starring special. When Smith needed a few of them he borrowed them and put them in modern costumes for his picture.

Has New Career

Moroni Olsen often wonders what his former school students think when they see him now.

Right now, he's cast as the head of a counterfeiting gang in Warner Bros.' Secret Service series picture, "Code of the Secret Service," coming to the Strand.

Real Inside Stuff

Secrets of counterfeiting are revealed in "Code of the Secret Service," second of Warner Bros.' U. S. Secret Service series pictures starring Ronald Reagan, coming to the Strand Friday.

STORY SYNOPSIS

(Not for publication) **Ronald Reagan is sent into Mexico by his chief, head of the U.S. Secret Service, to break up a counterfeiting gang operating below the border. Reagan is captured by the gang while escaping a false charge of murder. He slips out of the gang's hands, only to be jailed by the Mexican authorities. This time Eddie Foy, Jr., his pal, comes to his aid. They join forces with Rosella Towne, a rancher's daughter, but fall into the clutches of the counterfeiters, escaping none too soon, before the gang hideout is blown up by Moroni Olsen, counterfeiting chief. Reagan later lures Olsen across the International line, captures him, and breaks up the gang.**

UNCLE SAM WON'T ALLOW U. S. MONEY TO BE FILMED

It's against the law to use real money in motion pictures and because of that fact fake currency plays a more or less real role in Warner Bros.' secret service series picture, "Code of the Secret Service," coming Friday to the Strand Theatre. The picture, starring Ronald Reagan, concerns the breaking up of a gang of counterfeiters who operate below the Mexican border.

Film money, of course, is far from counterfeit. The paper bills resemble cigar store coupons more nearly than they do U. S. currency and the "silver coins" are of the same degree of authenticity as the slugs which fail to produce results when used in pay telephones and slot machines.

Nevertheless, the making of this "money" constitutes a thriving Hollywood business. Many thousands of packets of bills are used each year, and, while the "Silver" doubles are used less frequently, they too see considerable service.

Even if it were not contrary to law to photograph actual money, it is doubtful that real currency would be used in pictures. Actors would prefer to keep their bills in their pocket and not pass them around.

Certainly it never would have been used in "Code of the Secret Service." In one scene, Reagan burned whole suitcases full.

MARIS WRIXON WAS PREPARED FOR ROLE

It has taken a movie role to provide Maris Wrixon with an opportunity to use the typing and shorthand skill she acquired at Great Falls High School in Montana. The blonde Miss Wrixon plays a secretary in Warner Bros.' secret service picture, "Code of the Secret Service," which is the current attraction at the Strand Theatre.

When she studied typing and shorthand in high school, Miss Wrixon never intended to make use of her stenographic training. It was her ambition to become a dancer. That aspiration was slightly altered when she played the lead in the junior class play. Straightaway, she determined to become a dramatic actress.

A chance with the Pasadena Community Playhouse in Pasadena, California, proved she had the talent to realize that ambition. She did several plays with the Pasadena theatre, impressed Warner Bros. film scouts and was signed to a long term contract by the studio.

Maris has been selected for bigger roles in the near future, and, undoubtedly, her past training will stand her in good stead when her histrionic opportunities present themselves.

Painless Instructor

Ronald Reagan is doing all right with the Hollywood gals these days because he's a particularly good teacher of the art of ice skating.

He had the whole cast of his current Warner Bros film, "Code of the Secret Service," coming Friday to the Strand Theatre, out at the new Westwood all-year round rink one night. As his leading lady Rosella Towne, said:

"Ronnie, when teaching anyone to skate, rarely lets one down—a fact that makes the instruction practically painless."

Young Screen Actresses Trained For Many Jobs

Young screen actresses owe a real debt of gratitude to stenographers, telephone operators, hat check girls and maids.

Few youthful players are given roles of featured importance without prior grooming in minor parts. And for the feminine players, the most common parts are the stenographer, telephone operator, hat check and maid characterizations.

Half the big name stars of today have pounded typewriters, parked chapeaus, juggled trays and murmured dulcet "hellos" at some stage of their careers. While doing so they learned the fundamentals of the screen technique which carried them upward and onward.

One of the latest to graduate from these training characterizations is Rosella Towne, who recently played her first starring role, bringing the cartoon strip character, Jane Arden, to the screen in "The Adventures of Jane Arden." Then she was assigned to another leading role, this time opposite Ronald Reagan in the Warner Bros. secret service series picture, "Code of the Secret Service," which opens at the Strand Theatre next Friday.

Miss Towne did so many stenographer bits that she really learned to use a typewriter. She became an expert at a telephone switchboard and got so she could serve a breakfast in bed without spilling the coffee or dropping the tray.

There were times when she became discouraged and was almost ready to give up acting in favor of specializing on one of the trades she'd learned before the cameras. She stuck it out, however, got her big chance, and now regards her apprenticeship as invaluable experience.

Prefers Rubdown

Ronald Reagan took some rough handling in a scene for Warner Bros.' secret service picture, "Code of the Secret Service," opening Friday at the Strand, and his makeup was badly mussed. "Want some powder?" the makeup man asked. "Thanks," replied Reagan, "I'd rather have a rubdown or a workout."

Dry Land Dive

Ronald Reagan dives from the rear platform of a train to escape capture by Mexican detectives as one of the many exciting episodes of "Code of the Secret Service," Warner Bros.' second secret service series picture, which opens next Friday at the Strand Theatre. Reagan plays a secret agent on the trail of a counterfeiting gang.

Uncle Sam Gives Orders This Time

Uncle Sam countermanded a Warner Bros. Studio order which forbade Ronald Reagan to do trick horseback riding until he finished his latest secret service series picture, "Code of the Secret Service," which opens next Friday at the Strand Theatre.

Reagan, who holds a second lieutenant's commission in the reserve army, was transferred, shortly after the studio ban was placed on his riding, from the 14th Cavalry to the 323rd Cavalry. The 323rd is a California regiment, and Reagan immediately received army orders to do riding maneuvers, including difficult jumps, each Monday evening with his troop. The 14th Cavalry is a midwest regiment.

He's glad to know that the U.S. Army backs him up now.

ROSELLA TOWNE'S SITTIN' PRETTY

Mat 210—30c

PRETTY ROSELLA TOWNE plays the feminine lead opposite Ronald Reagan in 'Code of the Secret Service' coming to the Strand Friday. This is the second in the Warner Bros. series dramatizing the exploits of the U.S. Secret Service in its war against the underworld.

SECRET AGENT OUTWITS CROOK

Mat 208—30c

RONALD REAGAN, secret service agent, capturing Moroni Olsen, counterfeiting gang leader, in a scene from 'Code of the Secret Service'. Eddie Foy, Jr. stands by. The Warner Bros. series film opens this coming Friday at the Strand Theatre.

Ronald Reagan Reveals Habits, Past And Present

The following is a somewhat impertinent word picture of Ronald Reagan, star of the Warner Bros. series of secret service pictures, the second of which "Code of the Secret Service" will open at the Strand Theatre next Friday.

He worked his way through Eureka College in Illinois as a life-guard but he didn't learn to spell "supersede"—and can't spell it yet. Later he became one of the best known radio sports announcers in the Middle West but he never has had money on a long-shot race-horse that won.

Reagan is near-sighted and hot-tempered, slams doors and swears when he is mad, but can't hold a grudge for more than twenty-four hours. He doesn't like to eat at a counter and calls pullman porters "Skipper." He keeps an accurate account of his bank balance and he can't knit. Some of the men in the movies can.

He sings to himself when he works, except when he is mad, and he shoots left-handed. He likes circuses but has never ridden an elephant nor carried water to the camels, although as a boy in Illinois he was out at five o'clock on the mornings the circus came to town to help push the wagons into place in the mud.

Reagan's favorite golf caddy—he plays a better-than-average game—is an ex-parachute jumper. Claims he has both watched and had flea circuses. Dogs sometimes bite him but no rocking chair ever gets him if there is any place else for him to sit.

He tans easily—calls it "growing some more make-up." Even though he hails from Illinois and has lived much of his life in Iowa, he doesn't like state fairs and wouldn't go ten miles to see one. Pawn shops have had his name on the customer list but everything was redeemed long since. He keeps a scrap book which is full of complimentary things about Reagan. "Ego elevator," he calls it.

Ronald is single, free, white and past twenty-one. Loves horses and is a reserve officer in the U. S. Cavalry. Has a penny for a good-luck charm. When he loses it, he sits right near the spot it disappears and hunts until he finds it or until a friend sneaks a substitute penny into the same spot.

A Musical Memory

Eddie Foy, Jr., was having a hard time mastering a dialogue line for Warner Bros,' secret service series picture, "Code of the Secret Service," now playing at the Strand Theatre.

He was supposed to say: "You won't have to. Bancroft will meet you at the line." Instead he persisted in saying "Bancroft will meet you on the line."

"Tell you what you do," said Director Noel Smith, "just think of Sweet Adeline."

She Can't Cook

Rosella Towne, who treated the cast and crew of "Code of the Secret Service" to home made candy one day, received a stocking filled with cooking utensils from the company as a Christmas gift. She didn't know whether it was a bid for more candy or a hint that she practice her cooking. Rosella played the leading feminine role opposite Reagan in "Code of the Secret Service," which opens next Friday at the Strand Theatre.

Reagan Imitates Self

A new guessing game in Hollywood is imitating other screen stars. Ronald Reagan, star of "Code of the Secret Service," the Warner Bros. picture opening next Friday at the Strand Theatre, started it at a party by imitating himself as he was when he first came into pictures from the radio and mouthed words too diligently.

The stars catch idiosyncrasies in each other non-professionals might miss but they take the burlesquing of it good-naturedly.

Red And Lavender

Girls having red glints in their hair are usually devotees of lavender, so titian Rosella Towne's make-up for after dark should win their approval. She uses lipstick the color of ripe plums, dusts her shoulders with mauve-tinged powder, lacquers her nails with silver-flecked purple polish and shadows her eyes with silvery lavender. Rosella's latest Warner Bros. picture is "Code of the Secret Service," now playing at the Strand.

Review And Additional Publicity On Following Page

COLORFUL MEXICO POPULAR SETTING FOR FILM LOCALE

Mexico, like most other foreign nations, objects to its citizens being pictured in an unfavorable light in American movies. It does not, however, object to its territory being used as the locale for the screen villainy of Americans.

That is quite a break for the film producers, who find in the southern Republic a picturesque background for productions dealing with smuggling, counterfeiting and kindred brands of outlawry.

The latest film to take advantage of this phase of Mexican hospitality is Warner Bros.' "Code of the Secret Service," second of the secret service series starring Ronald Reagan, now at the Strand Theatre.

All of the action, except that of the opening scenes, takes place below the Mexican border. On orders from Washington, Reagan enters Mexico in search of a counterfeiting gang.

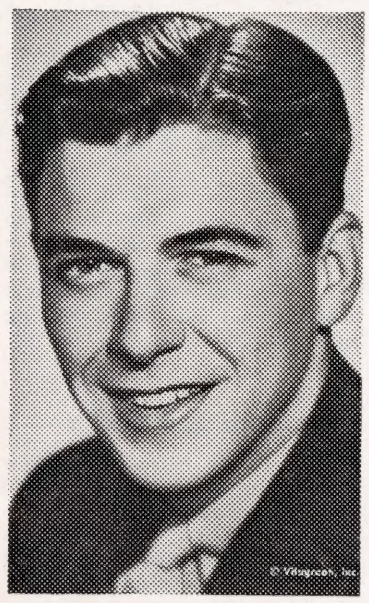
Hundreds of Mexicans were used in the production, some of them in featured roles, most in atmosphere bits. There was not a "heavy," or villain, among them, however. The counterfeiters were all Americans, and the Mexican soldiers and police who figured in the story worked with Reagan.

RONALD REAGAN LOVER OF PEACE FINDS LITTLE OF IT

Ronald Reagan wanted to get away from it all. Back in 1936 he was a radio commentator and newspaper man in Des Moines, Iowa, and he'd had his fill of district attorneys, autopsies, and murders. And so he went to Hollywood.

Today he'll tell you that you can't escape your destiny. For he's right back among murders, autopsies, and fingerprints, as the leading man in the Warner Bros. secret service series. And judging from his success in the first, "Secret Service of the Air," he's slated for a long string of them. The second, "Code of the Secret Service," now playing at the Strand Theatre.

Of course, Ronnie admits there are differences. As a reporter back



Mat 108—15*c*

Ronald Reagan

on the "Register," he never rode to his murders in a beautiful green roadster, or between assignments had nice cold drinks handed to him, his coat brushed, and a comfortable chair shoved under him. And, he also admits, he never had pretty girls ogling him and pushing to get close to him.

Mat 209—30*c*

IN A TIGHT SPOT — Rosella Towne and Ronald Reagan, starring in Warner Bros.' 'Code of the Secret Service', second of the secret service series. Now at the Strand Theatre.

(Opening Day)

'Code of the Secret Service' Opens Today At Strand

"Code of the Secret Service," the second in the Warner Bros. series of pictures depicting the exploits of the U. S. Secret Service, opens today at the Strand Theatre, with Ronald Reagan again in the starring role, as in the first film of the series, "Secret Service of the Air."

Reagan has been assigned the dangerous job of breaking up a band of counterfeiters operating across the Mexican border. In the course of this assignment he narrowly escapes execution by Mexican authorities for the supposed murder of one of his own pals, and twice escapes death by a hair's breadth when he falls into the hands of the gang. He finally succeeds in luring the band's leader to the United States side of the border, arresting him and confiscating his plates.

Mat 106—15*c*

Rosella Towne

Other members who were in the cast of the first epsiode now appearing in "Code of the Secret Service" are Eddie Foy, Jr. and Rosella Towne. Heading the band of counterfeiters is Moroni Olsen, and other actors of the cast include Edgar Edwards, Jack Mower, John Gallaudet and Joseph King.

The screen play, written by Lee Katz and Dean Franklin was based upon material compiled from files of William H. Moran, ex-chief of the U. S. Secret Service. The production was directed by Noel Smith.

Ronald Reagan Listens To Warning

Looking before he leaped proved a wise precaution for Ronald Reagan on the set of "Code of the Secret Service," the Warner Bros. secret service series picture now playing at the Strand.

Reagan was to jump through a window, for a scene, of the specially prepared "breakaway," with filmsy framework, and candy substituting for glass. Even so, Director Noel Smith suggested it might be wise to have a double do the scene. Reagan laughed off the double idea but checked the window. It had real glass and a solid framework. Somehow there had been a slip in construction orders. Another scene was filmed while preparing the window.

Nothing New For Former Croupier

Fists were swinging, tables were crashing and glasses were shattered as Ronald Reagan made a shambles of a saloon setting for a scene of the Warner Bros. secret service picture, "Code of the Secret Service," which comes to the Strand Theatre Friday.

Through the turmoil, a stolid faced croupier stayed by his roulette table, calmly spinning the wheel. Suddenly, one of Reagan's wild punches caught the croupier on the cheek. The man's wooden expression didn't change.

"Holy smokes," Director Noel Smith said to him when the brawl was over, "why didn't you react when you were hit?"

"Nothing phases me," he said.

(Review)

'Code of the Secret Service' Reveals Risks of G-Men

"Code of the Secret Service" brought Ronald Reagan back to the screen of the Strand Theatre yesterday as the hero of the second in the Warner Bros. film series based on exploits of the U. S. Secret Service.

Alternately taut with suspense and bristling with excitement, the plot, drawn from material supplied by William H. Moran, ex-chief of the U.S. Secret Service, besides being a tale of hazardous adventure, also presents a rare opportunity to get behind the scenes of the most important activities of the service in its unceasing war against counterfeiters.

The band of counterfeiters, which the young operative played by Reagan is assigned to break up, operates from across the Mexican border, so most of the action takes place against the colorful background of Old Mexico.

Before Reagan succeeds in luring the leader of the gang across the international line, arresting him and confiscating his plates, the young agent not only has several hair-breadth escapes from death at the hands of the counterfeiters, but he is in danger of being executed by the Mexican authorities for a murder he did not commit.

Several times in the course of his perilous mission Reagan leaps from the frying pan into the fire, as when he escapes from a Mexican jail only to be captured by the counterfeiters. He is doomed to die, but overpowers his guard and escapes, just before the building in which he was held is blown up by the gang leader, Moroni Olsen, to thwart government troops about to capture the plant.

The first production in this series established Ronald Reagan as an ideal choice for the shrewd and courageous secret service operative, and in his second appearance he amply confirms that first impression.

Playing opposite him in the role of an American rancher's daughter is Rosella Towne. Eddie Foy, Jr. contributes some amusing comedy, and Moroni Olsen makes a smooth and suave though spine-chilling villain. Others in the cast include Edgar Edwards, Jack Mower, John Gallaudet and Joseph King.

The screen play was written by Lee Katz and Dean Franklin. Noel Smith directed the production with notable success.

MINT 'VISITORS' CAUSE REVISION

Two San Francisco boys who recently accomplished what the government has dared the smartest criminals in the world to attempt can now consider themselves collaborators on a motion picture script.

Upon reading in the papers that Paul Francis and William Gallagher of San Francisco had "visited" the government mint in that city by way of an open window, Warner Bros. production executives immediately ordered revision of the script of "Code of the Secret Service," now playing at the Strand Theatre but in production at the time of the boys' exploit.

Originally the picture, the second of a secret service series which the Burbank studio is making, offered a scene in which a criminal syndicate stole actual money engraving plates from the government mint. This was discarded as being too implausible. The public wouldn't believe that the mint, symbol of impregnability, could be illegally entered.

The San Francisco exploit, however, made the original scene seem more reasonable.

RONALD REAGAN NOT BULLETPROOF

Proof or no proof, Ronald Reagan took no chance on truth being as strange as fiction in one case.

In a scene for the Warner Bros. secret service picture, "Code of the Secret Service," now playing at the Strand Theatre, Reagan's life is supposed to be saved by a little book he carries in his breast pocket. A counterfeiter fires a pistol at him point blank and the force of the bullet is spent in drilling the book.

Reagan argued audiences wouldn't believe the incident, and Director Noel Smith ordered a test..

A book identical with the one Reagan was carrying was placed next to a cigarette case. Then a .32 calibre pistol was fired at it. The bullet pierced the book but didn't even dent the cigarette case.

Came time for shooting the scene and Reagan personally inspected his would-be assassin's revolver to see that it was loaded with blank cartridges.

"I'm not," he explained, "a cigarette case."

SECRET SERVICE AGENT WINS GIRL

Mat 206—30*c*

Rosella Towne and Ronald Reagan, starring in Warner Bros.' 'Code of the Secret Service', now playing at the Strand Theatre. This is the second in the Secret Service series based on an ex-agent's file cases.

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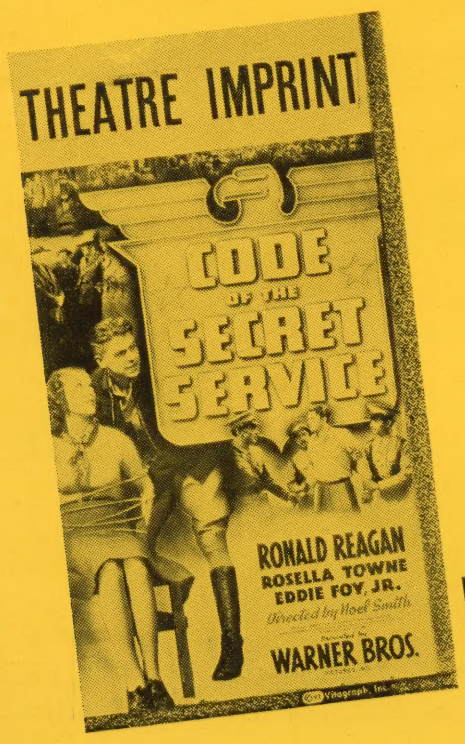

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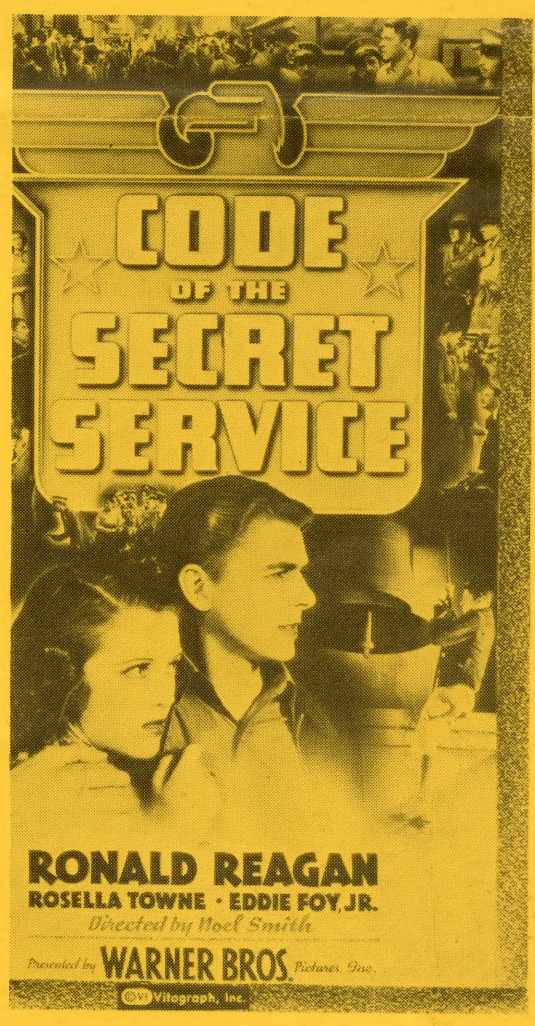
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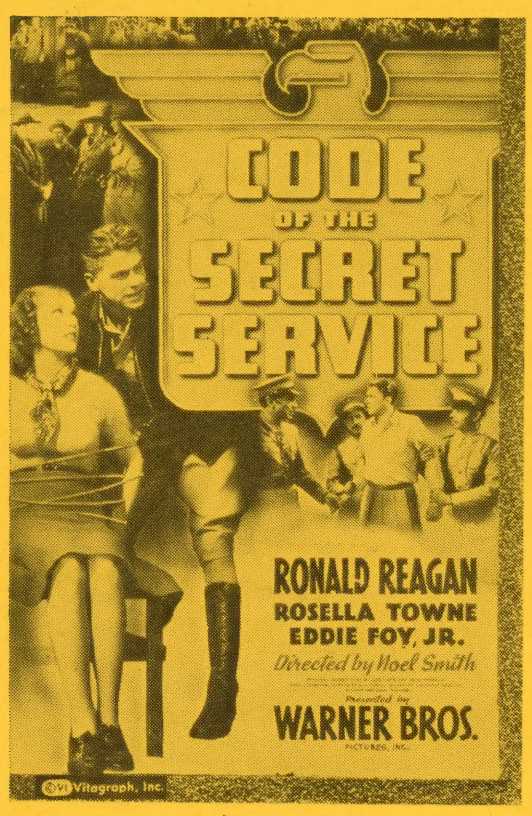

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